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Equipment: Footwear ||| Feet You Wear ||| adiPRENE & adiPRENE+ ||| Torsion System ||| Traxion ||| adiFIT ||| Predator ||| adiWEAR/adiTUFF ||| adiDRY ||| Equipment: Apparel ||| Clima

WHAT IS

PROTECTION/PERFORMANCE?

Exclusive to adidas, adiPRENE® and adiPRENE®+ are cushioning materials which respond to the different needs of the heel and forefoot. adiPRENE® absorbs impact in the heel, providing superior cushioning and protection. In the forefoot, adiPRENE®+ enhances performance by providing propulsion and resiliency at toe-off, and better dynamic movement.

HEEL	FOREFOOT
Has to absorb up to 8 times own body weight (dependent on sport).	Impact forces under the forefoot are minimal in comparison with the heel.

The landing movement causes joints, cartilage, ligaments, muscles and the viscous fat pad to react in an attempt to dissipate some of this impact shock.

30%-50% of this detrimental pressure concentration can be absorbed naturally.

The heel's main need is to reduce impact shock and dissipate energy for greater protection.

Therefore, the fat pad under the metatarsals is thinner, more flexible and adaptable.

The forefoot is a key structure for the push off movement requiring a dual role:

- The forefoot transmits propulsive forces to the ground
- While controlling these forces for overall dynamic stability

FOOT REQUIREMENTS

Throughout the majority of sports, the foot experiences significant impact forces predominantly under the heel and forefoot. These impact forces vary significantly not only between these zones, but between different sporting activities.

VISIBLE (Foam & rubber based)

adiPRENE [®] (Protection)	adiPRENE [®] + (Performance)
FEATURES Highly viscous material Reduces impact forces on initial contact Absorbs shock upon impact Lowers risk of overload injuries Located under the heel	FEATURES Highly resilient compound Highly elastic material Minimizes energy dissipation Enhances force transfer Located throughout the forefoot
BENEFITS Greater shock absorption Increased protection Possible injury protection	BENEFITS More efficient toe-off Retains natural forefoot performance More responsive ride Enhances active propulsive forces

NON-VISIBLE

EVA Based adiPRENE® INSERTS	Foam Based adiPRENE®+ INSERTS
FEATURES Consists of dense EVA material Placed under impact areas (heel & metatarsals) Absorbs impact forces Provides better pressure distribution BENEFITS Increased cushioning properties of conventional midsoles Provides shock absorption Inserted in anatomically correct positions Provides improved protection	FEATURES Utilizes the same material as visible foam Placed internally within conventional midsoles Placed under metatarsal heads BENEFITS Maintains Protection/Performance cushioning: viscous heel, elastic forefoot Inserted in anatomically correct positions Utilizes the benefits of foam: -Significantly more durable than EVA -Exceptionally light form of cushioning

PROTECTION During off-balance landings, adiPRENE® offers greater shock absorption with better injury prevention.

PERFORMANCE adiPRENE®+ enhances the active propulsive forces for a more efficient toe-off.

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